

FIG. 2

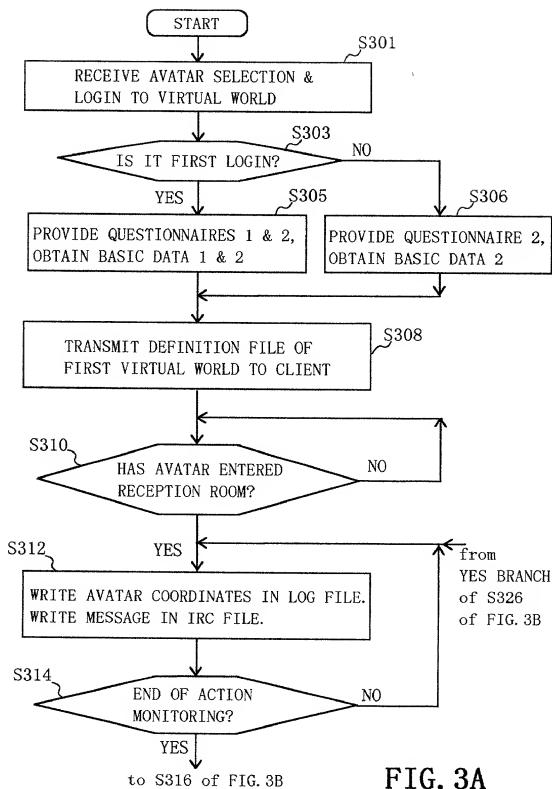


FIG. 3A

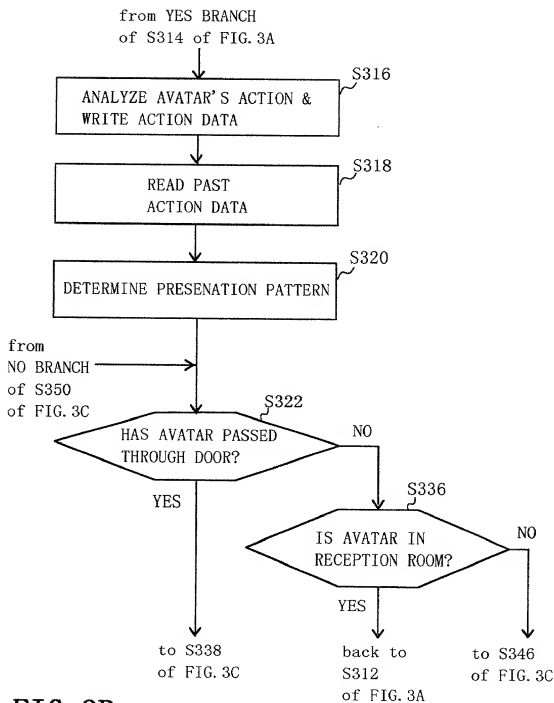


FIG. 3B

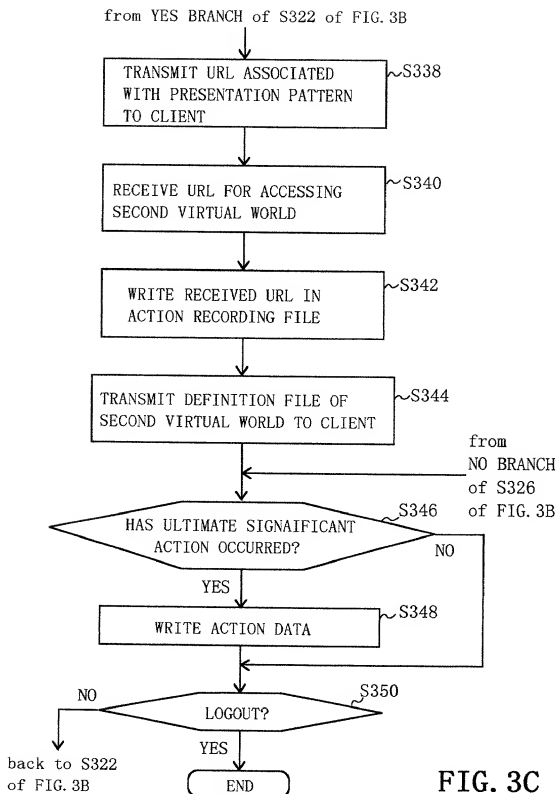


FIG. 3C

QUESTIONNAIRE 1 (Click Pertinent Box ☐)

Question 1 How old are you?

- ☐ 20 or younger, ☐ 21 to 30, ☐ 31 to 40, ☐ 41 to 50,
☐ 51 or older

Question 2 What is your distinction of sex?

- ☐ male, ☐ female

Question 3 What is your annual income?

- ☐ \$3 million or less,
☐ \$3 million to \$5 million
☐ \$5 million to \$10 million,
☐ \$10 million to \$20 million,
☐ \$20 million or more

Question 4 What is your family make-up?

- ☐ single,
☐ married (number of children ☐ one, ☐ two,
☐ three, ☐ four or more)

Question 5 What is your residence form?

- ☐ living alone,
☐ living with family,
☐ living temporarily apart from family

Question 6 How much are your personal expenses per month?

- ☐ \$100 or less, ☐ \$101 to \$500 ,
☐ \$501 to \$1000, ☐ \$1001 to \$2000,
☐ \$2,001 or more

Question 7 What is your preference?

- ☐ famous brand, ☐ high quality, ☐ cost performance
☐ ...

Question 8

...

FIG. 4

QUESTIONNAIRE 2 (Click Pertinent Box ☐)

Question 1 What is your purpose of purchase this time?

☐ home or personal use, ☐ present

Question 2 How much is your budget?

☐ \$100 or less, ☐ \$101 to \$500,

☐ \$501 to \$1000 ☐ \$1,001 to \$2,000

☐ \$2,001 or more

Question 3

...

FIG. 5

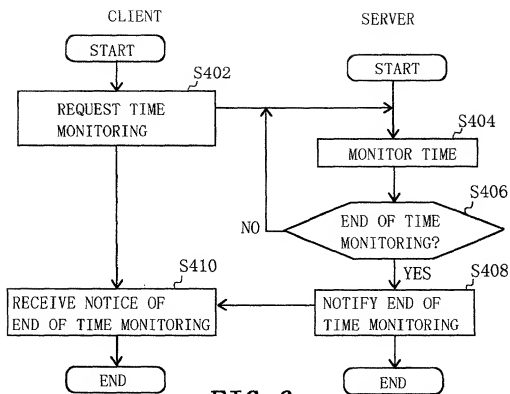


FIG. 6

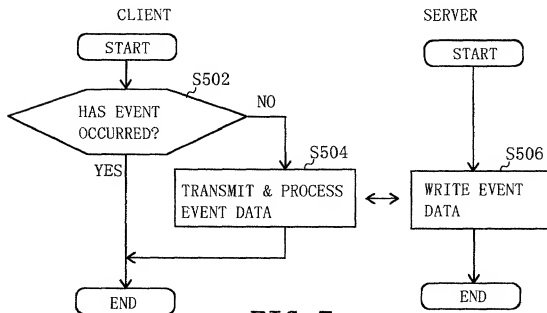


FIG. 7

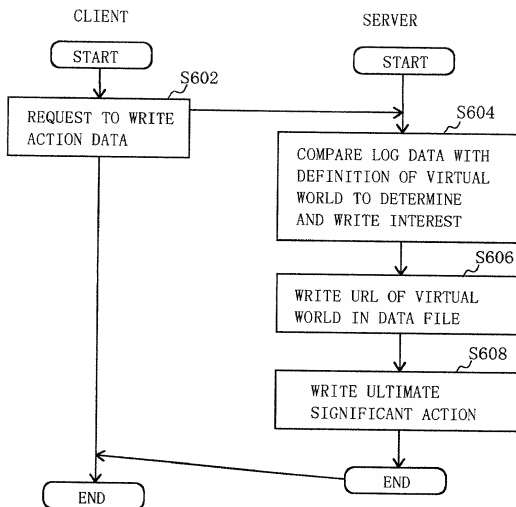


FIG. 8

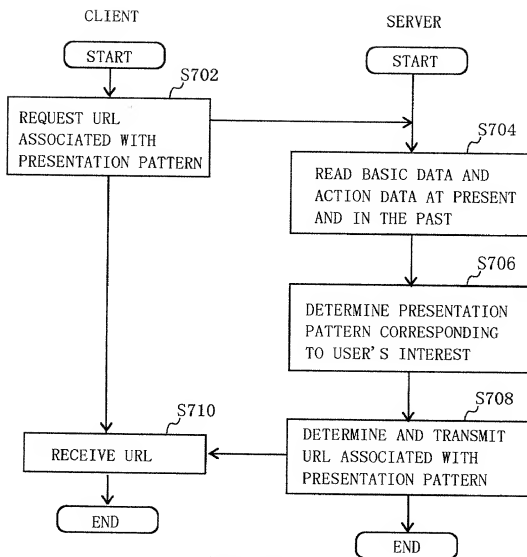


FIG. 9

